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**FLEMING'S FLOWER FIELDS**  
Growers and Hybridizers of Fine Perennials  
3100 LEIGHTON AVE., LINCOLN, 3, NEBR.

**1956 SPRING TRADE LIST**

Our list of perennials this year, we feel, is one of our best to date. The "Modern Mum" section, as usual, includes the choicest varieties from the leading hybridists. The University of Nebraska mums which are features continue to please garden mum fanciers. Our cushion mums Copper 'n' Gold and Maple Mound have been sell-outs for the past two years. We would like to suggest that you give them a trial- we think that you will like them.

**"MODERN MUMS FOR 1956"**

Fleming Introductions

**AMETHYSTINE** (Now for 1956!) An extremely free flowering variety with fully double irridescent, bright rosey-purple flowers. Bushy 24" plants covered with  $2\frac{1}{2}$ - $3\frac{1}{2}$ " flowers in late Sept. Foliage is a very attractive dark green shade. The rich glowing color of flowers brought a suggestion from one group of visitors that it be called "Flourescent".

Rooted cuttings \$1.80 per 10, \$15.00 per 100

**COPPER 'N' GOLD** (Donaldson-Fleming, 1954) Attractive close-knit 10-12" plants which spread up to 30" across and are covered with hundreds of flowers from early season until killing frosts. The buds are a glowing orange red which open to bright golden flowers with darker centers. The approach of cool weather causes flowers to take on coppery hues.

**MAPLE MOUND** (Fleming, 1954) Another fine cushion. Perfectly formed mounds up to 12" high and 30" across are loaded with flowers from Sept. 20th on. The color is difficult to describe, being a blend of cerise, bronze, apricot, orange and yellow - the colors seen on maple trees in the fall.

R.C. of above two varieties. \$1.10 per 10, \$9.00 per 100

University of Nebraska Introductions (Viehmeier)

**KIOWA** (1955) Long stemmed, heavy clusters of bright orange-red pompons are produced in profusion beginning in late Sept on 30" plants. The foliage is a beautiful dark green due to C. Niponicum bloom. Fine Cut. R.C. \$1.30 per 10, \$11.00/100

LESHARA - Sprays of mulberry-red flowers iwht. old rose overtones. Extremely frost and freeze tolerant. An excellent cut flower variety. R.C. 0.85 per 10, \$7.00 per 100

NORTH PLATTE (new, 1955) Massive, very double, 3-5" flowers in clusters of 3-5 of an attractive bright orange shade on husky 30" plants from late Sept. on. As flowers age the petals show spoon tips, which character adds new interest. Excellent cut flower. R.C. \$1.30 per 10, \$11.00 per 100.

OSCEOLA - Long stemmed clusters of 3" flowers of bright yellow which later take on coppery hues with the approach of cool weather. 30" plants. R.C. \$.85 per 10, \$7.00 per 100

PATHFINDER - The first of the Nebraska "Carnation-Flowered" mums, so called because the flowers are so extremely double and edges of petals are notched or serrated. Bright golden yellow. Plants are hedge-like in form and up to 30" tall. A fine early bloomer. R.C. \$1.10 per 10, \$9.00 per 100.

#### GENERAL LIST OF "MODERN MUMS"

	Rooted cuttings	per 10	per 100
ADORABLE (Lehman, 1955) An early, completely double large flowered pure salmon pink which Mr. Charles Nye considers to be the pinkest of all mums. This variety and Purple Waters were not available at wholesale in 1955, thus they become in effect 1956 introductions from the trade standpoint and will be in treat. demand. 20" plants., strong straight stems. Fine for cutti g.		\$1.40	12.00
ANCASTER BRONZE (Emberley, 1954) Large shining salmon-bronze flowers on husky 24" plants. Mid season. One of several new ones from A.F. Emberley, the originator of the famous variety, Evangeline.		1.20	10.00
ANCASTER BURGUNDY (Emberley, 1955) Masses of medium sized rich burgundy rose flowers of Cactus-Dahlia form on mushy 15-18" plants. Mid-season.		1.40	12.00
ANCASTER GYPSY (Emberley) Medium sized orange-bronze pompons with red-bronze centers on long stems. Fine mid-season cut flower.		1.20	10.00
ANDREW (Becker) A peerless variety which continues to be a leader in popularity here. Large ball-shaped blooms of soft red with lovely ashes of roese overtones. 24-30" plant. Mid-season		1.00	8.00

	Rooted cuttings	Per 10	100
APACHE (Kraus) Large cactus-Dahlia like flowers of glowing oriental or tomato red. A perpetual favorite. Early to mid-season.		1.00	8.00
ARLORA (De Petris, 1954) Perfectly formed, stiff petaled large pompons borne on long stems of a lovely soft yellow. A superb late cut flower.		1.20	10.00
BRIGHT EYE - A distinctive newcomer from England. Bright golden yellow buttons with orange-red centers. Mid-season to late. 24". Fine cut.		1.00	8.00
CHIPPA RED (Bristol, 1955) A new sport of Chippewa. Fluffy flowers of bright turkey red to maroon. 24-30" plants. Early season.		1.50	12.00
COQUETTE (Dunham) Attractive 12-15" plants covered with bright rose pink flowers. One of the best pink cushions. Mid-season.		1.20	10.00
CROWNING GLORY (Lehman, 1954) An improved, early flowering version of Beacon. Strong, upright plants with long stemmed clusters of large coral-apricot to nasturtium orange flowers. One of the finest in our plantings this year. Mid-season.		1.20	10.00
EARLY JEANETTE (Emberley, 1954) One of the top mums in our collection! 2½ to 4" flowers of bright burgundy rose shade with quilled or "Cactus Dahlia" like petals. Husky 24-30" plants. Early mid season. One which is sure to become popular.		1.40	12.00
ELAINE (Schnake) Massive (3-4") orchid lavender flowers on long straight stems. Perfect cut flower sort. Mid-season. 30".		1.20	10.00
EVANGELINE (Emberley) The best large pink Cactus flowered mum. Huge 3-5" blooms of soft, pure sweetheart pink. Mid-season to late. 24"		1.20	10.00
FASCINATION (Bristol) Huge blooms of silvery lavender to misty lavender-white. Mid-season.		1.00	8.00
FUCHSIA FAIRY (Herr) Cute, hedge-like 12" plants loaded with 1" sparkling fuchsia purple flowers. Very freeze tolerant. Mid-season.		0.85	7.00
GEORGE LUXTON (Lehman, 1955) Huge, stiff petalled flowers of a beautiful soft bronze hue on strong upright plants. Early to mid-season.		1.50	12.00
INNOCENCE (Dunham) 4" double chalk white.	<del>SOLD</del>	season. 1.20	10.00

OUT



	Rooted Cuttings	per 10	100
JOYOUS (Bristol, 1955) A "Super-cushion". Perfectly formed 18-22" mounds covered with double bright pink blooms. A leader in popularity here last year. Early mid-season.			
LIPSTICK (Dunham) The finest red cushion. Compact 12-15" plants with bright crimson-red flowers. Certain to become a leader when it becomes better known. Early mid-season.	1.40	12.00	
MARIONETTE (Yoder) Clusters of bright coppery apricot buttons on long stems. Mid-season.	0.85	7.00	
MARTIN'S YELLOW (Also listed as Canary in other lists). A light yellow sport of the incomparable Martin's white. Incurved 3-5" blooms on compact 16" bushy plants. Early.	1.00	8.00	
NEW MARJORIE MILLS (Bristol, 1955) Another Super Cushion, being a bit taller than most cushions but having a mounded habit. Rich ruby red flowers on 18-24" plants. Early to mid-season.	1.50	12.00	
OLD LAVENDER (Lehman) A superb new lavender which is destined to replace Lavender Lady. Large bright lavender blooms borne individually on long stems. Mid-season. 30". Fine cut flower.	1.40	12.00	
OSTOSA (De Petris, 1954) Solide, pure white pompons on vigorous bushy 18-24" plants. Fine for potting or cutting. Early to mid-season.	1.00	8.00	
PATRICIA LEHMAN (Kraus) Large recurving and feathery flowers of sparkling geranium pink with peach centers. Mid Seas n. 24-30".	1.00	8.00	
PINK SPINNER (Becker) An attractive hardy Quill. The tubular petals have spoon tips and are interestingly whorled at the center of flower. A truly unique sort. Bright rose-lavender.	1.00	8.00	
PUMPKIN POM (Fleming) A variety which has been extremely valuable for us as a dependable producer of outdoor grown cut flowers as it is extremely frost tolerant. 2-3" fully double flowers of glistening pumpkin orange shade on strong, upright 26-30" plants.	1.20	10.00	

	Rooted Cuttings Per 10	100
PURPLE WATERS (Lehman, 1955) Large. (3-4") fully double flowers of a glowing deep purple. The best early purple mum to date. Husky 24-30" plants.	\$1.40	12.00
ROYAL ROBE (Kraus) Fully-double flowers of an unfading beet-root purple. A fine mid-season cut flower variety. 30" upright plants.	0.85	7.00
SALMON BEAUTY (Emberley, 1955) Long stemmed large semi-double to double flowers of brilliant salmon-orange which glow in the sunlight. Early to mid-season.	1.20	10.00
SNOWSPOON (Kraus, 1954) The best white spoon now in the trade. Semi-double white with pure white tubes and spoons and yellow centers. Mid-season.	1.20	10.00
STAR GLORY (Conard-Pule) Perfectly formed 12-15" mounds loaded with large semi-double purple-red starry daisies. A very striking sort. Mid-season.	1.20	10.00
VISION (Bristol, 1954) Large blooms of a delicate blend of ivory, pearl and fawn on strong upright plants. A favorite with the ladies. Mid-season.	1.20	10.00
YELLOW ERMINE (Schnake) A lovely soft yellow sport of Ermine. Clusters of ball shaped flowers. A superb long stemmed cut flower. Early to mid-season.	0.85	7.00

#### MUM COLLECTIONS

This section offers several special money saving collections. Should you find them to your liking, do take advantage of savings offered.

**CUT FLOWER COLLECTION** - Your choice of 25 each of any four of the following varieties. Bright Eye, Ostosa, Royal Robe, Leshara, Osceola, Pink Spinner and Yellow Ermine for \$6.50 (100 cuttings with list value up to \$7.50).

**ALL-PURPOSE COLLECTION** - Your choice of any four of the following varieties. Ancaster Gypsy, Ancaster Bronze, Elaine, Salmon Beauty, Crowning Glory, Copper 'n' Gold, Ostosa, Pumpkin Pom and Maple Mound. 25 each of four varieties from above group (value up to \$10.00) for \$9.00.

SEE ALSO ASTER, PERENNIAL AND VERONICA COLLECTIONS

## HARDY ASTERS

These new varieties of hardy Asters are unexcelled as color producers in late summer and early fall. Demand for them is on the increase- order early to avoid disappointment.

**FRIKARTI JUNGFRAU** - A recent introduction with darker colored blooms than Wonder of Stafa. Large rich blue summer flowering out flower sort. Quantity very limited this year.

Strong R.C. \$1.80 per 10, \$15.00 per 100 **SOLD OUT**

**RED STAR** (New, 1955) A new Novae-Angliae (New England) Aster which has recently been imported from Europe. Large flowers of a deep carmine-rose shade. A fine companion for the famous variety Harrington's Pink. Quantity limited this year. R.C. \$1.50 per 10, \$12.00 per 100

Rooted cuttings Per 10 100

**ALASKA** (Wayside) New large flowered white **SOLD OUT** 1.00 8.00

**BLANDIE** - A new sort from England. Very free flowering large semi-double white. 1.20 10.00

**CLARITY** (Bristol, 1954) Another fine new large white. Semi-double to double flowers. Limited quantity. **SOLD OUT** 1.50 12.00

**ERMA** (Wayside) A very showy sort with rounded 15-18" plants which are covered with semi-double orchid purple flowers. 1.00 8.00

**ERNEST BALLARD** (New, 1954) Large carmine-crimson buds opening to smoky mulberry-heliotrope flowers. Blooms up to 2 1/2" across. 1.20 10.00

**EVENTIDE** - The leader in popularity with our visitors. Large semi-double to almost double flowers of deep gentian purple. We have greatly increased our stock of it this year in order to be able to offer it at a reduced price. 0.85 7.00

**JEAN** - Attractive 18" plants, bright blue flowers .75 6.00

**RADAR** (Bristol, 1955) A fine new variety with flowers a bit brighter in color and slightly larger than those of the famous Winston Churchill. Quantity very limited this year. 1.80 15.00

**THE CARDINAL** - Large reddish violet flowers. .75 6.00

**WINSTON CHURCHILL** - Compact 18-24" plants, flowers of an exciting currant red shade. 1.10 9.00



## NEW DWARF HARDY ASTERS

	Rooted cuttings	
	per 10	100
CAMEO (New, 1954) Sturdy, shapely 15" plants bearing a profusion of opalescent pink flowers.	1.50	12.00
CANTERBURY CARPET (New, 1954) Semi-procumbent plants 8-12" high covered with Canterbury blue flowers. A very attractive floral carpet.	1.50	12.00
D.M. HARRISON - Compact 15" mounds. Light Pink.	.75	6.00
PACIFIC AMARANTH - Compact 12" plants blooming from early Sept. to mid-Oct. Amaranth violet.	.85	7.00
PERSIAN ROSE (New, 1954) Nicely shaped, sturdy 15" plants covered with bright rose flowers.	1.50	12.00
VIOLET CARPET - Compact masses of violet blue flowers on 10-15" plants. Early bloomer.	1.00	8.00

## SELECTED CHOICE HARDY PERENNIALS

PENTSTEMON REGALITY (New for 1956) (Fleming)  
 A splendid new summer flowering hybrid Pentstemon which was developed by crossing P. barbatus Rose Elf with Garnet. This selection is an upright strong growing plant (18-24" high) with spikes of flowers similar in size and form to that of Garnet but of a rich purple-red shade midway between Pansy Violet and Hollyhock. It blooms almost continuously from late June until killing frosts. An excellent addition for the perennial border and a useful cut flower. Rooted cuttings \$1.50 per 10, \$13.00 per 100.

	Rooted cuttings	per 10	100
ANEMONE JAPONICA RUBRA - large semi-double rose red flowered form of fall flowering Japanese anemone	1.00	8.00	
CAMPANULA CARPATIC BLUE CARPET - A compact growing, free flowering variety of recent origin. Six inch plants loaded with deep blue bells from June until October.	0.85	7.00	
CAMPANULA CARPATICA WHITE CARPET - A very new pure white form of the above. Excellent along flower beds, walks or in the rock garden.	1.00	8.00	

Rooted Cuttings		Per 10	100
CARNATION KISS OF FIRE (New, 1954)	A strong growing persistant bloomer with flowers 1½-2" across on 12-15" plants throughout the summer and fall months. Color is striking fiery scarlet-red.	\$1.50	12.00
CARYOPTERIS BLUE MIST (Blue Spirea)	An outstanding low shrub blooming in late summer and early fall with numerous clusters of powdery blue fringed flowers. In very cold regions some of top may freeze back but new growth is rapid.	0.85	7.00
DIANTHUS LATIFOLIUS BEATRIX	- "An everblooming cluster or "Mule" pink with countless stems of bright pink flowers from June until fall.	0.85	7.00
DIANTHUS LATIFOLIUS FURST BIRMARCK	- A rarely offered variety similar to Beatrix except that flowers are rose-red.	1.00	8.00
DIANTHUS LATIFOLIUS SILVERMINE	- A sport of Beatrix with clusters of double white blooms.	0.85	7.00
GAILLARDIA ATTRACTION (Bristol, 1955)	An excellent new large flowered sort with butterscotch yellow flowers with reddish flush at center.	1.20	10.00
GAILLARDIA THE WARRIOR (New)	Large ruby red daisies overlaid mahogany. Sells on sight in bloom.	0.75	6.00
HELIANTHEMUM LEMONBALL	- Double lemon yellow form of the valuable Sun Rose. Shrubby evergreen dwarfs for the rock garden, edging or cover.	1.00	8.00
HELIANTHEMUM SNOWBALL (New)	A rare variety which was recently imported from England. Compact dark green plants with double pure white flowers. Very limited quantity this year.	1.50	12.00
LYTHRUM MORDEN GLEAM (New, 1954)	An excellent newcomer with spikes of bright carmine-rose flowers. Bushy 24-30" plants.	.85	7.00
LYTHRUM MORDEN ROSE (New, 1955)	The latest of the Morden varieties. Rich rose red flower spikes.	1.00	8.00
MONARDA CROFTWAY PINK	- The lovely new clear pink variety of Bergamont. A very showy and very popular summer garden plant.	0.75	6.00
MONARDA DAHLIATOWN ORCHID	- An unusual shade in Monardas- a rich reddish violet.	0.75	6.00



	Rooted Cuttings Per 10	100
PENTSTEMON GARNET - Bushy 18-24" plants with glowing		..
garnet-red flowers all summer long. Needs		
winter protection in cold regions.	0.85	7.00

### VERONICAS

One of the most useful plant groups which is destined for even greater popularity with the introduction of the new pinks from England.

BARCAROLE (New, Fall 1954) A compact grower with		
spikes to 10" high of bright pink flowers.	1.20	10.00
BLUE CHAMPION - Tall spikes of bright blue. An		
excellent rather recent introduction.	0.85	7.00
ICICLE - Another fine newcomer. Attractive spikes		
of pure white flowers during summer months.	1.00	8.00
MINUET (New, 1955) Another excellent new English		
sort. Attractive grey green foliage mounds		
with spikes to 15" high of pure rose pink.	1.20	10.00
PAVANNE (New, fall 1954) Lovely spikes of		
bright pinkish violet flowers.	1.20	10.00
SUNNY BORDER BLUE - An outstanding semi-dwarf		
variety with spikes of deep blue flowers.		
A true everblooming sort. 18" plants.	1.00	8.00

### FIELD GROWN PERENNIAL SEEDLINGS

The following are sturdy field grown seedlings sown in open field beds in Spring, 1954. 25 at 100 rate. Minimum sold - 25 of a kind. Per 100

AGROSTEMMA CORONARIA ATROSANGUINEA - Hairy, silvery	
foliage mats, 2 ft stems of bright red flowers.	\$3.50
AQUILEGIA CRIMSON STAR - Red and white long spurred	
columbine.	5.00
AQUILEGIA SCOTT ELLIOTT - Mixed, long spurred.	4.00
BAPTISIA AUSTRALIS - Long stems of dark blue Lupine-	
like flowers. Fine for cutting.	4.00
CARNATION GRENADIN DWARF MIXED - Compact growers.	4.00
CARNATION VIENNA DWARF MIXED - good color range	4.00
DELPHINIUM BELLADONNA - light blue cut flower sort	3.50
DELPHINIUM LAMARTINE - deep blue with white eye	3.50

	Per-100
DIANTHUS BARBATUS (Sweet William)	
COPPER RED --an attractive new color	\$3.50
DOUBLE MIXED	3.00
GIANT WHITE - enormous flower trusses	3.50
INDIAN CARPET - new strain of dwarfs	3.50
NEWPORT PINK - salmon pink	3.00
SCARLET BEAUTY	3.00

DIANTHUS ARENARIUS - low mound like grey green plants with fragrant lacey creamy white flowers	4.00
HIBISCUS LARGE FLOWERED MIXED	4.00
LINUM PERENNE - hardy blue Flax	3.50
PLATYCODON GRANDIFLORUM - Blue Balloon flower	4.00

#### HEAVY FIELD GROWN CLUMPS

These are strong, fully developed plants suited for immediate resale to the most discriminating clients.

	Per 10	100
COREOPSIS MAYFIELD GIANT - yellow daisies	\$1.25	\$10.00
CRUCINELLA STYLOSA - airy low mats with rose pink flowers.	1.50	12.00
DAISY MAY QUEEN - the Memorial Day Daisy	1.50	12.00
HEUCHERA QUEEN OF HEARTS - an improved sort which is rarely offered at wholesale. Long stems of bright coral red bells.	3.50	30.00
PHLOX DIVARICATA ALBA (RESELECTED) An improved strain of the rare white form of wood Phlox. Petals are larger and broader than the common sorts.	3.50	
PHLOX NIVALIS ALEXANDER'S SURPRISE - Flowers are double the size of ordinary creeping Phlox. Bright clear rose pink with crimson red eyes. A variety which blooms both in the spring and the fall.	4.00	35.00

## POTTED PERENNIALS

We expect to be able to supply a variety of one year field plants in 3" paper pots and nicely developed young plants in 2" bands grown from greenhouse propagations during the winter months. These are ideal for counter sale at Nurseries, Garden Centers, Greenhouses and Seed Stores. A separate list of these plants is being prepared and will be sent to you on request.

## COLORED SLIDES

Nurserymen and florists are often asked by local Garden Clubs to provide programs. Such appearances are excellent sales and good will builders and should be made if at all possible. The most popular program is one which includes colored slides or movies. We have a number of sets of colored slides of Mums and other perennials which we have been loaning to garden clubs for several years. We now have enough sets so that we can offer them to fellow nurserymen for use at club meetings on a limited scale. The only cost to you is the postage. Please make requests well in advance of desired showing date in order to avoid disappointment.

## TERMS OF SALE

1. Cash with order please - unless credit arrangements are made prior to shipment. No C.O.D. orders, please.
2. Early Orders - Orders for cuttings accompanied by cash which allow us two months in which to make delivery are subject to a 10% discount. For example, if cuttings are required March 15th and order reaches us by Jan. 15th, you may deduct 10% from amount. This does not apply to field plants.
3. Minimum quantity - 10 of a kind - 25 take 100 rate.
4. Minimum order - \$4.00
5. Shipments made by express F.O.B. Lincoln, Nebr. unless otherwise stipulated. We recommend parcel post, special handling for small orders because of high minimum express charge. Please make additional remittance for postage, any excess will be refunded immediately after shipment is made.
6. Our responsibility ends with delivery of plants in good condition to forwarding agency. In the event, however, of poor shipment please notify us at once and file report with express agency.



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FLEMING'S FLOWER FIELDS  
Perennial Specialists  
3100 LIGHTON AVENUE  
LINCOLN, 3, NEBRASKA

from

"MODERN MOMS FOR 1956"  
featuring  
SPRING TRADE LIST



### SPECIAL COLLECTIONS

- HARDY ASTER COLLECTION** - 10 Rooted cuttings each of the following Asters Blandie, Eventide, Erma and Winston Churchill for \$4.00. 25 rooted cuttings of each of above sorts ( a \$8.50 value) for \$8.00.
- VERONICA COLLECTION** - Ten rooted cuttings each of the following - Blue Champion, Icicle and Minuet for \$2.95. 25 R.C. each of foregoing three sorts ( a \$6.25 value) for \$5.85.
- SPECIAL COLLECTION OF TOP NOTCH PERENNIALS** - Ten cuttings each of following for \$4.35 - Aster Eventide, Campanula carpatica Blue Carpet, Gaillardia The Warrior, Lythrum Morden Rose and Veronica Pavanne. (A \$4.65 list value).
- A SAMPLER COLLECTION OF CHOICE PERENNIALS** - Ten each of the following - Aster Eventide, Aster Persian Rose, Dianthus Beatrix, Caryopteris Blue Mist, Lythrum Dropmore Rose, Chrysanthemum North Platte, Chrysanthemum Copper 'n' Gold Chrysanthemum Ostosa, Monarda Croftway Pink and Veronica Blue Champion. (a \$10.05 value) - \$8.95